ALL THE KING'S MEN

Analysis of Four Ads
Ads "M", "N", "O", and "P"

Top Drawer

ARI FACTS

Confidential for Executives of

COLUMBIA PICTURES CORP.

Copies to:

NEW YORK

Mr. L. Lipskin
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Mr. J. Cohn

HOLLYWOOD

(Hold)

AUDIENCE RESEARCH INC.

PRINCETON NEW YORK HOLLYWOOD

COL-4905-49-27
August 17, 1949

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JS-5 (Hold)

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ARI has completed another in a series of advertisement want-to-see tests for Columbia's *ALL THE KING'S MEN*. This report covers four more ads which have been designated Ads "M", "N", "O", and "P".

Ad "M" - Copy: "The story of a big shot ... his morals, his manners, and his women!" "A brilliant merciless study of a man of our time ... A powerful motion picture that will hit you right between the eyes."

A large picture of Broderick Crawford on the right with a woman leaning on his shoulders, and six smaller pictures of various characters along the left side.

Ad "N" - Copy: "He lied, he cheated, he stole, he seduced, he murdered! He was a big shot! The top man! The cock of the walk!" "He might have been a pretty good guy ... if too much power ... and women ... hadn't gone to his head."

A picture of Broderick Crawford holding reins leading to seven individuals pictured below him.

Ad "O" - Copy: "These people were in his hip pocket ... next to the whiskey ... and the blackjack ... and the gun..."

A large picture of Broderick Crawford's head surrounded by seven smaller pictures of other characters. Each character is identified by name and described by two or three lines of copy.

Ad "P" - Copy: "They put this man on a pedestal ... and then kicked it out from under him, but he didn't mind being back in the dirt - it was the bullet he couldn't understand."

Crawford pictured on a pedestal with a mob beneath him.

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The national want-to-sees produced by the four ads tested were as follows:

Ad "M"	55
Ad "N"	50
Ad "O"	56
Ad "P"	51

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MARKET BREAKDOWN OF REGULAR WANT-TO-SEE (TITLE AND CAST) AND AD WANT-TO-SEES

	REGULAR WANT-TO-SEE (TITLE AND CAST)	AD "M"	AD "N"	AD "O"	AD "P"
TOTAL	30	55	50	56	51
MALES	34	65	62	73	57
FEMALES	26	46	38	39	46
AGES: 12-17	31	55	39	57	41
18-30	27	54	48	56	48
31-Up	33	56	61	56	64
INCOMES: Upper and Middle	27	54	49	51	48
Lower	32	55	51	60	53
FREQUENCY OF ATTENDANCE:					
Less Than Once a Week	27	54	48	54	53
Once a Week	29	57	52	58	49
More Than Once a Week	36	57	52	59	48
SIZE OF COMMUNITY:					
10,000 - 100,000	27	47	46	50	49
100,000 - 500,000	34	55	47	58	54
Over 500,000	29	60	53	60	51
EDUCATIONAL LEVEL: (Ages 18 and Over)					
College, Technical & Business School	27	53	51	47	50
High School	25	50	50	51	47
Other	35	59	56	63	60
First-Run Customers in Cities Over 100,000	33	54	50	59	59

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WHAT MOVIE-GOERS THINK THE PICTURE "ALL THE KING'S MEN WILL BE ABOUT AFTER LOOKING AT AD "M"

	ALL PERSONS INTERVIEWED	Those Persons Interviewed Who, After Looking At The Ad, Said: THEY WANTED TO SEE THE PICTURE	THEY DIDN'T WANT TO SEE THE PICTURE
	%	%	%
Gangsters	38	40	35
A powerful, wealthy, ambitious man	21	21	21
Sex, immorality, etc.	13	11	16
Biography, life of man of our times	10	12	7
Murder	7	8	7
Politics, dishonest politician	7	6	8
Politics, politician	6	5	7
Dishonest politician	1	1	1
Love	5	5	4
Gambling, gamblers	4	3	4
Rise and fall of self-made man	4	3	5
Historical	3	3	3
Fighting	3	2	3
Tycoon, business man	2	3	1
Crime	2	1	4
Excitement, action, adventure	1	1	1
Huey Long	1	1	*
Mystery	1	2	*

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WHAT MOVIE-GOERS THINK THE PICTURE "ALL THE KING'S MEN" WILL BE ABOUT AFTER LOOKING AT AD "N"

		Those Persons Interviewed Who, After Looking At The Ad, Said:	
	ALL PERSONS INTERVIEWED	THEY WANTED TO SEE THE PICTURE	THEY DIDN'T WANT TO SEE THE PICTURE
	%	%	%
A ruthless, ambitious, domineering, dishonest man	29	34	22
Gangsters	29	26	33
Murder	13	10	17
Sex - immorality, etc.	8	7	8
Politics, dishonest politician	7	9	4
Politics, politician	5	7	2
Dishonest politician	2	2	2
Rise and fall of self-made man	5	5	5
Biography - life of man of our times	4	4	3
Mystery	4	4	4
Crime	4	4	4
Love	3	4	3
Fighting	2	1	3
Tycoon, business man	1	1	1
Huey Long	1	1	1

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WHAT MOVIE-GOERS THINK THE PICTURE "ALL THE KING'S MEN" WILL BE ABOUT AFTER LOOKING AT AD "O"

		Those Persons Interviewed Who, After Looking At The Ad, Said:	
	ALL PERSONS INTERVIEWED	THEY WANTED TO SEE THE PICTURE	THEY DIDN'T WANT TO SEE THE PICTURE
	%	%	%
Gangsters, gangster boss	49	47	52
Murder	19	15	24
Crime	10	10	10
Powerful, wealthy, ambitious man	8	10	4
Sex, immorality, etc.	7	7	7
Fighting	6	2	11
Mystery	6	6	6
Love	4	4	4
Politics, dishonest politician	3	3	3
Politics, politician	2	3	1
Dishonest politician	1	*	2
Excitement, action, adventure	2	3	2

* Less Than One Percent

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WHAT MOVIE-GOERS THINK THE PICTURE "ALL THE KING'S MEN" WILL BE ABOUT AFTER LOOKING AT AD "P"

	ALL PERSONS INTERVIEWED	Those Persons Interviewed Who, After Looking At The Ad, Said: THEY WANTED TO SEE THE PICTURE	THEY DIDN'T WANT TO SEE THE PICTURE
	%	%	%
A man's rise and fall, successes and failures	27	33	21
Politics, politician	18	18	19
A ruthless, ambitious, domineering, dishonest man	10	10	10
Gangsters	9	7	13
Historical	6	7	4
Fighting	4	3	6
War	4	4	3
Murder	2	2	3
Mystery	1	2	-
Crime	1	1	2
Huey Long	1	2	1

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MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "M"

	WANT-TO-SEE %	DON'T WANT TO SEE %	DIFFERENCE %
Curious - want to see what it's about	19	-	+19
Excitement	6	*	+ 6
Pulitzer Prize winner	5	-	+ 5
Heard about or read book	5	*	+ 5
Cast	6	4	+ 2
Man with power, money, ambition	3	1	+ 2
John Derek	1	0	+ 1
Broderick Crawford	1	0	+ 1
Different, unusual	1	-	+ 1
Characters	2	1	+ 1
Biography, life of man of our times	2	1	+ 1
Mystery	1	-	+ 1
Crime	1	-	+ 1
Sex, immorality	2	2	0
Educational	1	1	0
Gangsters	1	1	0
Looks dull, uninteresting	0	8	- 8

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MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "N"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Curious - want to see what it's about	16	-	+16
Excitement	12	-	+12
Cast	8	4	+ 4
Pulitzer Prize winner	4	*	+ 4
Heard about or read book	4	*	+ 4
Broderick Crawford	2	1	+ 1
John Derek	1	*	+ 1
Historical	1	*	+ 1
Different, unusual	1	-	+ 1
Mystery	2	1	+ 1
Rise and fall of self-made man	1	-	+ 1
Gangsters	1	1	0
Man with money, power, ambition	1	1	0
Murder	4	5	- 1
Crime	1	2	- 1
Looks dull	-	7	- 7

* Less Than One Percent

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MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "O"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Curious - want to see what it's about	15	-	+15
Excitement	11	*	+11
Characters	6	1	+ 5
Cast	8	4	+ 4
Mystery	5	1	+ 4
Pulitzer Prize winner	2	0	+ 2
Heard about or read book	2	0	+ 2
Gangsters	7	5	+ 2
John Derek	2	-	+ 2
Broderick Crawford	1	-	+ 1
Joanne Dru	1	-	+ 1
Historical	1	-	+ 1
Different, unusual	1	-	+ 1
Man with power, money, ambition	1	-	+ 1
Sex, immorality	1	1	0
Murder	2	3	- 1
Gambling	-	1	- 1
Crime	*	2	- 2
Fighting	1	3	- 2
Looks dull, uninteresting	-	6	- 6

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MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "P"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Curious - want to see what it's about	19	-	+19
Excitement	13	*	+13
Pulitzer Prize winner	5	-	+ 5
Heard about or read book	6	1	+ 5
Cast	6	3	+ 3
Different, unusual	2	-	+ 2
Historical	2	*	+ 2
John Derek	1	-	+ 1
Broderick Crawford	1	*	+ 1
Mystery	1	-	+ 1
Gangsters	1	1	0
Crime	-	1	- 1
Looks dull, uninteresting	-	8	- 8

* Less Than One Percent

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THE STORY OF A BIG SHOT

... his morals, his manners, and *his women!*

A brilliant merciless study of a man of our time... A powerful motion picture that will hit you right between the eyes.

ROBERT ROSSEN'S PRODUCTION OF

All the King's Men

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren

with Broderick CRAWFORD · John DEREK · Joanne DRU · John IRELAND

Written for the Screen and Directed by ROBERT ROSSEN

A COLUMBIA PICTURE

HE WAS A BIG SHOT! THE TOP MAN! THE COCK OF THE WALK!

He might have been a pretty good guy... if too much power... and women... hadn't gone to his head.

COLUMBIA PICTURES presents

ROBERT ROSSEN'S PRODUCTION of

ALL THE KING'S MEN

Based upon the Politzer Prize Novel "All The King's Men" by Robert Penn Warren

Broderick CRAWFORD · John DEREK · Joanne DRU · John IRELAND

Written for the Screen and Directed by ROBERT ROSSEN

A PULITZER PRIZE NOVEL BECOMES A MOTION PICTURE OF GREAT STATURE

Ad "O"

THESE PEOPLE WERE IN HIS HIP POCKET...

next to the whiskey... and the blackjack... and the

TOM DUFFY
Nobody can trust him
and you know it."

JACK BURDEN
"He had seen his two
friends live and die."

ADAM STANTON
"He wasn't a person who
have time," he said.

"A very smart cooky.
She..."

ANNE STAN...
"You had a feeling she was
looking at something far away

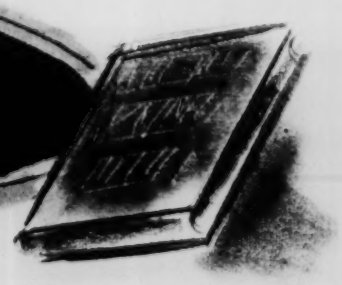
SUGAR-BOY
"Nobody wanted to debate with
the 38 under his arm pit."

They all worked for
WILLIE STARK - at the
current wages of sin.

TOM STARK
"He knew he was good
... as you could tell."

ROBERT ROSSEN'S PRODUCTION of

ALL THE KING'S MEN



A COLUMBIA PICTURE

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren
with Broderick CRAWFORD · John DEREK · Joanne DRU · John IRELAND
Written and Directed by ROBERT ROSSEN

A Pulitzer Prize novel becomes a motion picture of great stature

They put this man on a pedestal... and then kicked it out from under him!

but he didn't mind being back in the dirt – it was the bullet he couldn't understand –

COLUMBIA PICTURES presents

ROBERT ROSSEN'S PRODUCTION of

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